

Douglas G Stuart

Strategy. Product. Design.

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I am a product & design strategist and leader with decades of experience in software development.

I help clients ensure their goals are aligned with their vision, and then help them build plans to achieve those goals. I do this by working directly with those clients, and building teams that are smart, driven, efficient, happy, and with common purpose.

Presently

Head of Product, North America

Endava

Principal product and design strategy consultant, team lead, responsible for bringing product-centric approaches to both clients as well as Endava NA. Driving Endava NA toward a more product-focused vision to differentiate from our competition and extend our value to clients from months to years.

Lines of focus include strategic planning, product development, product and design leadership, partnered oversight of executions and delivery, communication and advocacy, and growth of the product and design practices via team building, capability development, and continuous feedback.

2012-2024

Principal consultant – product strategy; design lead North America

Thoughtworks

Consultant, team lead, designer advocating for customers with a focus on lean/agile methodologies. Responsibilities include defining strategy through design thinking processes, formation of teams around initiatives, and assistance via research & interaction design.

Projects range from several large-scale enterprise services for industries — including financial services, education, retail, HR management, and insurance — to small non-profit orgs focused on improving local communities.

2007-2012

Director of information design

Shipley & Associates

Creative lead, oversaw IA and UX design of all projects. Led research, ideation, and execution of teams in the development of creative and strategic solutions to complicated communications problems.

Work included creation of various web apps used by law firms in support of class-action suits as a primary source of communication with the public.

2010

Masters of Science, Information Studies

University of Texas, Austin

Recent work

Advisor | Software support strategy

ArcBest

ArcBest Corporation is an American holding company for trucking freight and freight-related industries. They are implementing a new system of robotic forklifts to better facilitate moving shipments through warehouses.

Tasked with creating a software release and update strategy, I coordinated a number of workshops with executives, product managers, tech leads, and others to agree upon a collection of policies/processes/plans necessary for a thorough and well defined strategy.

Once that list of processes was laid out, I built a template for each to define:

- the business value of said process
- determine whether there was a process already in place
- name an owner for the creation/amending of the process

Within a week the workshops had led to the layout and prioritization of eight processes that were in various stages of completion, and were able to determine with better accuracy how to build said processes.

Project Lead | Long COVID Registry

US Department of Veterans Affairs

Led end-to-end delivery of a digital health informatics platform to support the VA's response to Long COVID, a condition impacting millions of Americans and disproportionately affecting the Veteran population. Oversaw cross-functional teams through the full product lifecycle—from discovery and technical planning through agile delivery and ongoing support. The system centralized patient data across multiple sources to create a longitudinal Long COVID registry, designed to improve access to care, enable cohort discovery, and accelerate clinical research.

Integrated advanced analytics and cohort management tools to assist researchers and clinicians in identifying suitable patients for observational studies and clinical trials. Partnered closely with stakeholders in clinical operations, epidemiology, and data science to define requirements and ensure alignment with evolving federal guidance and evidence-based protocols. Delivered a secure, HIPAA-compliant solution that supported enterprise-level scalability and interoperability across VA systems.

Key activities included stakeholder engagement, roadmap definition, backlog management, user journey mapping, data governance strategy, and continuous delivery oversight. Prioritized features that enabled decision support, outcomes tracking, and care standardization for Veterans affected by Long COVID.

Recent work

Project Lead | Product discovery

John Deere

Partnered with John Deere to define and build a direct-to-customer digital strategy for aftermarket parts and equipment servicing, aimed at reducing reliance on franchise dealer networks. Led user research across agriculture, forestry, and lawn services segments to uncover pain points in repair workflows, support needs, and post-sale engagement. Synthesized findings into a North Star customer journey that illustrated opportunities for predictive maintenance, self-service diagnostics, and just-in-time (JIT) repair enablement.

Collaborated with stakeholders to develop service blueprints, concept maps, and journey segmentation models that differentiated between proactive (planned) and reactive (emergency) service scenarios. Defined product requirements for a self-diagnosis tool, integrating telematics and sensor data with user-friendly interfaces to streamline troubleshooting and reduce downtime. The resulting roadmap informed a broader digital transformation strategy for John Deere's aftermarket operations, positioning the company to own more of the post-sales value chain.

Head of Product (Consulting) | Field Operations Queuing System

GATX

Led product strategy and cross-disciplinary R&D for a hybrid hardware/software queuing solution used by railcar technicians at GATX repair centers across North America. GATX operates and maintains a fleet of 150,000+ railcars, with outdoor repair yards in a variety of harsh climates. The objective: optimize technician workflows without compromising safety or repair quality.

Directed a lean product team through rapid field research and prototyping to understand frontline worker needs and environmental constraints. Conducted on-site ethnographic research to map technician routines, worksite conditions, and failure points in the legacy process. Designed and tested a range of hardware and software concepts—including ruggedized digital interfaces—to improve task allocation and railcar servicing order.

Within weeks, delivered validated prototype systems that increased transparency in repair sequencing, reduced idle time, and improved operational throughput. Outcomes influenced GATX's broader technology modernization efforts and demonstrated the viability of responsive product design even in highly constrained, industrial environments.

Recent work

Head of Product (Consulting) | Mobile field technician app

Authority Brands

Served as product leader for the digital transformation of Successware, the legacy franchise management platform owned by Authority Brands—one of the largest home services franchisors in the U.S. Led a 20+ person global product team through the strategy, design, and delivery of a mobile application for field technicians, laying the groundwork for full-platform modernization across HVAC, plumbing, and electrical verticals.

Set product vision and roadmap in partnership with C-suite stakeholders, grounded in deep user research that included a national field study across franchise locations. Defined core product experiences that supported both technician efficiency and customer-facing sales, introducing new value propositions around self-contained field service operations.

Ran a triple-track agile model (discovery, delivery, validation) and facilitated an in-person inception with global design, engineering, and business stakeholders to align on journey mapping, system constraints, and modernization priorities. Shifted strategy mid-stream in response to a major competitive threat—successfully pivoted roadmap to fast-track technician-specific functionality that safeguarded customer retention and positioned the company for long-term growth.

Successfully launched the MVP under a compressed timeline, enabling the retirement of a costly third-party app, improving time-to-service, and retaining key franchise partners. Post-launch, scaled the product team and roadmap into a multi-year platform transformation, introducing continuous delivery to a historically static release cadence.

Head of Product & Design (Consulting) | Digital Transformation

Kroger

Engaged by Kroger, the largest U.S. supermarket operator, to modernize and unify product and design practices across a vast ecosystem of 2,700+ retail locations and dozens of autonomous product teams. Led cross-functional efforts to align digital product delivery with long-term enterprise goals, improve operational efficiency, and elevate design maturity across the organization.

Redesigned product and design team workflows by introducing service blueprints that revealed interdependencies and redundancies across Kroger's digital ecosystem. Developed an end-to-end program journey to visualize and coordinate Kroger's multi-year digital strategy, enabling executive alignment and more cohesive product planning.

(continued)

Recent work

Head of Product & Design (Consulting) *(continued)*

Kroger

Launched Kroger Product U, a curriculum built to onboard and upskill both internal and external stakeholders around modern product development practices, with a focus on collaborative delivery, mentorship, and career growth. Standardized design execution through the creation of Kroger's first shared design system in Figma, improving cross-team consistency and delivery velocity.

Instituted new feedback cadences and rituals across product/design teams, embedding a culture of continuous improvement. This work significantly improved collaboration between business, product, and design groups, while laying the foundation for scalable innovation within one of America's most complex retail environments.

Head of Product (Consulting) | Guest experience strategy

Norwegian Cruise Lines

Led a cross-disciplinary product team to define the end-to-end guest experience vision for Norwegian Cruise Line Holdings (NCLH), the world's third-largest cruise operator. Tasked with reimagining digital engagement during a pandemic-induced service pause, expanded scope beyond an onboard mobile app to architect a holistic customer journey encompassing pre-cruise planning, on-ship interactions, and post-cruise engagement.

Directed a team of designers, analysts, and subject matter experts through an eight-week discovery and strategy sprint. Guided foundational research including 100+ interviews with guests and employees across hospitality, security, dining, housekeeping, and entertainment. Synthesized insights into behavioral archetypes and journey maps, identifying key emotional moments and previously overlooked pain points—such as dissatisfaction around disembarkation and final billing.

Mapped omnichannel service moments across transportation, retail, entertainment, and leisure domains to inform product vision. Facilitated cross-functional ideation workshops and developed a value canvas to prioritize innovations based on customer impact, business value, and technical feasibility. Delivered a cohesive ecosystem strategy for digital products aligned around unified guest experience outcomes.

This strategy was adopted by NCLH leadership as the blueprint for digital modernization and directly catalyzed a multi-year transformation initiative involving dozens of consultants across three continents. The program remains one of the firm's flagship customer experience engagements, credited with aligning internal stakeholders in strategic decision-making.